

Zeyu Zou | Jack

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EDUCATION

Brandeis International Business School

Waltham, MA

Master of Science in Business Analytics (STEM-Designated)

08/2021 - 02/2023

Communication Lead at National Association of Business and Academics Brandeis Chapter | TA of Data Visualization

Relevant Coursework: *Python; Data Visualization; Analyzing Big Data; Machine Learning; Unsupervised Learning and Data Mining*

University of Washington

Seattle, WA

Bachelor of Science in Economics

09/2017 - 06/2021

Relevant Coursework: *Econometrics; Database and Data Modeling; Advanced Macroeconomics; Calculus with Analytic Geometry*

TECHNICAL SKILLS

Programming Languages: Advanced in R, SQL & Python (Scikit Learn/Numpy/Pandas/Matplotlib/Seaborn); Intermediate in STATA

Computer Software: Microsoft Office Suite -Word, PowerPoint, Excel(Function/Vlookup/PivotTable), Tableau, Google Analytics

Analytical Skills: Data visualization, Data wrangling, Econometrics, Machine learning, API connection, Deep Learning(PyTorch)

WORK EXPERIENCE

Applica-Solution Inc. (Pioneer in Marketing Automation Industry)

Marlborough, MA

Business Data Analyst Intern

06/2022 - 08/2022

- Helped the company to launch a B2C search engine marketing(SEM) campaign using google ads. Created key essentials; competitive analysis; pricing strategy to build a keyword algorithm to attract audience, resulting in improved website traffic by 20% and significantly increased click-through and target conversion by 10%
- Applied Google Analytics to track over 15k customer performance data; Interpreted customer segmentation insights for A/B testing
- Established LuxSci API connection pipeline and solved key problems of repetitive emails using SQL Server to identify incidents from 1 million+ data and created a successful work-around solution

Huafu Security (Subsidiary of Industrial Bank Co., Ltd, Fortune 500 Commercial Bank)

Shanghai, China

Industrial Analyst Intern

06/2021 - 08/2021

- Conducted industry and company analysis using supply chain, product matrix, and comparative analysis and onsite board meeting materials to identify potential growth opportunity of listed biotechnology company for published report to be used for investments
- Captured time-series price data over 47 component stocks and major industrial data in petrochemical industry on weekly basis; Visualized industrial trends by Tableau, and interpreted to business insights published in the following weekly reports

Gesture @ C21 (A student-powered consulting group under University of Washington)

Seattle, WA

Project Management Intern

07/2020 - 08/2020

- Led team of 3 to conduct value proposition and developed marketing strategy for Early Fall Start program for incoming students via direct marketing to 10 student organizations, social media campaigns reaching out 10k+ viewers, and online zoom sessions
- Executed promotion strategies to increase final enrollment number by 281 students, increasing 140% within 2 weeks

ACADEMIC/PERSONAL PROJECTS

Brandeis International Business School

Waltham, MA

Fidelity Investment Center for Applied Technology (FCAT), Data Science project

02/2022 – 05/2022

- Designed and extended a database in semantic structure over decentralized finance; Identified 75+ relationships in database
- Transformed the database draft into database model via Protégé and visualized the structure via VOWL; Extracted, transformed, and loaded (ETL) sample data into the ontology and tested its application via SQL language
- Presented ontology result via Python(Dash) and identified potential opportunities to the department director

Credit Default Analysis project, Big Data II

02/2022 – 05/2022

- Gathered and wrangled sample data using Trifacta, eliminated possible feature leakage problem by preformed VIF checking
- Predicted credit default possibilities by performing logistic regression and predicted specific credit amount using KNN analysis, selected optimal nearest neighbor, and valuated models with confusion matrix to achieve around 75% of accuracy
- Performed hierarchical and k-means clustering analysis to clustered data into 5 groups (Models were performed using R)

E-Commerce project [[Visualization Project](#)]

08/2021 - 10/2021

- Directed conversion rate analysis over 10+ product categories and 100+ brands; Visualized and compared monthly conversion rate trends under brand recognition; Identified pricing strategy to the product conversion by visualized facet grid of brand's conversion rate under price range segmentations. (Above visualizations were performed using R(Tidyverse, GGplot2))
- Created RFM segmentation model to track customer segmentation over periods; Portraited customer profiles into 7 categories and visualized category distribution; Combined with regional dataset to visualized result into interactive dashboard in Tableau

Nielsen (Global Marketing Research Company)

Remote Project

Data Analysis Project Assistant

12/2020 - 01/2021

- Created monthly after-sale feedback PowerPoint presentation for managers; analyzed consumers' experience feedback data towards 8 automobile brands on 3 branding Social Media Platforms, and observed consumers' product-image preferences